

Draft Addendum and Errata Sheet

East Rockville Neighborhood Plan

City of Rockville Planning Commission
November 5, 2003

Chapter 2: Redevelopment Areas

Objectives (add new, p. 16)

6. Allow existing businesses in the Stonestreet Avenue corridor to continue operating, while encouraging upgrades to existing structures and sites to meet the intent of the Plan.

Redevelopment Concept (Insert after par. 1, p. 17)

The corridor is expected to redevelop over time to the mixed-use, Main Street style of development envisioned by this Plan. To facilitate this transition, the zoning for the area must allow a different set of permitted uses than presently exists in the I-1 Zone. This new zone should promote the introduction of retail, office, residential and other uses that are compatible with the residential neighborhood and the vision of the corridor expressed in this Plan. The zoning should also allow for the continued operation of the existing industrial uses, while encouraging aesthetic improvements to those businesses. It is the intent of this Plan that Stonestreet corridor properties redevelop per the Plan's recommendations in response to a combination of market forces, proposed public improvements and private business decisions.

Redevelopment Concept (Insert after par. 1, p. 19)

Because of the existing I-1 zoning, the Stonestreet corridor is currently home to many service industrial businesses that serve the community. It is the intent of this Plan that these existing businesses not be displaced by zoning changes. Existing legal I-1 uses and structures would be granted grandfathered status, with incentives to achieve enhanced grandfathered status by making property improvements in keeping with the Master Plan objectives. The physical appearance and operation of businesses that wish to continue operations in the corridor should be upgraded in order to assist in the desired change of character. A combination of consistent code enforcement and education, economic incentives and zoning changes should be developed and implemented to further this goal. The implementation strategy, as well as the exact zoning mechanism, to accomplish the desired change in character will be developed after the adoption of the Neighborhood Plan. This will be done with the participation of the residential and business community in the East Rockville area.

Design Guidelines, p. 19

North Stonestreet Avenue should be transformed into a boulevard, with a minimum 8 to 10 feet wide planted median, wide sidewalks with decorative paving patterns, street trees and planting areas, period street lighting, pedestrian zones for outdoor seating and other street amenities. Buildings fronting the Stonestreet/Park traffic circle should allow for a generous landscape strip

as well as outdoor eating areas and wide sidewalks. There should be one travelway in each direction, with on-street parking provided on both sides of the street.

Recommendations (Insert after third bullet, p. 20)

- Realign and reconfigure North and South Stonestreet Avenues to form a pedestrian-friendly traffic circle at their intersection with Park Road as part of the conversion to a boulevard. The final alignment of North and South Stonestreet Avenues, as well as the ultimate location of the traffic circle, will be determined by final design and engineering.
 - Landscape the circle to beautify the neighborhood and create an entrance feature for the East Rockville neighborhood. The circle's median may include artwork such as a statue of Dr. Stonestreet and a possible water feature, as well as sidewalks and attractive landscaping.
 - Provide building setbacks that allow a landscaped area and pedestrian zone at the circle.
 - ~~A small retaining wall will be necessary to stabilize the backyards of two homes on Virginia Avenue in the area where the circle cuts into the embankment near Park Road.~~
- Develop a new zoning district, modeled on the TC-1 Zone but known as the Town Center East (TCE) Zone, that allows for the variety of uses and appropriate development standards envisioned for the Stonestreet corridor.
- Rezone North Stonestreet Boulevard properties generally south of Howard Avenue from the I-1 (Service Industrial) Zone to the new TCE TC-1 (Town Center Mixed Use) Zone, and properties at the southeast corner of Howard Avenue and North Stonestreet Boulevard to the R-60 Zone (see proposed zoning map). Rezoning would only take place after completion of the Implementation Strategy study.
- Develop zoning provisions, including grandfathering, that allow existing legal uses in the Stonestreet corridor to continue operating, subject to applicable regulations, such as the Zoning Ordinance and Property Maintenance Code (Chapter 5, Article XII of the City Code). It is expected that certain uses may attain enhanced grandfather status in return for compliance with defined parameters that enable existing uses to become compatible with the vision set forth in this Plan.
- Design buildings to reflect the historical development of Rockville. Within the TCE TC-1-zoning, three-level buildings would have merchants on the first floor, businesses on the second floor, and residential lofts on the third floor, or some variation thereof.
- Buffer the homes adjacent and along the east side of the commercial section of Stonestreet Boulevard, with landscaped transition areas of grass, trees, shrubs and fencing

in order to insulate these homes from noise and activity. These transition areas should be provided on the nonresidential properties.

Chapter 3: Neighborhood Land Use

Historic Preservation, p. 31(add after second paragraph)

The Croydon Park pumphouse is a historic resource in the community that merits preservation. This structure, now a community center, was built in 1897 as part of Rockville's first public water system. Since being decommissioned in 1957, the building has been a community and senior citizens center for the neighborhood. Given its prominent part in Rockville's development and its years of service to the East Rockville neighborhood, the structure should be considered for historic designation.

[A photograph of the pumphouse will be added to the document.]

Neighborhood Commercial Uses, p. 31

The Planning Area contains three properties that provide local commercial retail. Two of these properties are located in the C-1 (Local Commercial) Zone: the property at the corner of South Stonestreet Avenue and Reading Avenue that contains a convenience store and carry-out, and the Maryvale Center, which contains a convenience store, ~~barber shop~~ and carry-out restaurants. There have been many strong complaints about alcohol sales for off-premise consumption, loitering and other issues relating to these operations. While this activity is unacceptable, the plan encourages a limited amount of commercial development to provide convenience retail services for the community. The Plan further recommends that the existing zoned commercial areas not be allowed to expand their land area and that the properties be in compliance with the property maintenance code, as well as regulations on the sale of alcoholic beverages, in order to minimize conflicts with the surrounding residential community. Because the sale of alcoholic beverages for off-premise consumption is not a permitted use in the C-1 Zone, this activity should be eliminated through available means. It is anticipated that the Maryvale Center should be rezoned to the R-60 Zone so that the property may be redeveloped to be compatible with the adjacent residential community.

The third commercial retail operation is the Maryvale Market, located at the northwest corner of Howard Avenue and North Horners Lane, which is a nonconforming retail use in the R-60 Zone. The Plan does not recommend a change to C-1 zoning for the Maryvale Market, but that it continue as a nonconforming use that will eventually be eliminated. and recommends that The commercial use should cease operations eventually immediately in order to eliminate the conflicts with the residential neighborhood that is caused by this use. In the interim, the sale of alcoholic beverages should be eliminated from the site.

Recommendations, p. 36

- Eliminate the sale of alcoholic beverages from the three commercial retail operations (Maryvale Center, Maryvale Market and Stonestreet Convenience Mart) within the residential neighborhood, and rezone the properties to the R-60 Zone.
- Evaluate the Croydon Park pumphouse for historic district designation, and designate the building as a historic site district.

Chapter 4: Traffic and Transportation

Pedestrian Network and Bikeways, p. 41

Currently the most complete sidewalk networks are located in the subdivisions of Maryvale and Burgundy Knolls..... The Rockdale Subdivision contain sections of roadway where there is no sidewalk. A border area shared with Rockville Park also has no sidewalk connections. A majority of residential development adjacent to First Street lacks any sidewalk improvements. In some cases, sidewalks have not been constructed due to lack of available right-of-way.

Recommendations, p. 44 (Objective 2)

- Implement a safe, accessible, and attractive infrastructure of sidewalks and crossings that encourage pedestrian traffic, where feasible. In cases where sidewalks are not feasible along the roadway, alternative routes should be explored.

Chapter 5: The Environment

Recommendations, p. 54 (Objective 2)

- Identify potential sites for “pocket parks” and passive community gathering areas. One potential park site is located on the north side of Crabb Avenue, just east of the redevelopment area on Stonestreet Avenue.

Recommendations, p. 55 (Objective 4)

- Reduce impacts of transportation related noise and traffic impacts on local neighborhood.
 - Promote transit solutions along the MD28 (Veirs Mill Rd., First St., Norbeck Rd.) corridor, such as busway, Metro shuttle, electric transit, etc.)
 - Mitigate noise from MD28 and Veirs Mill Rd. (determine effectiveness of sound barriers versus other noise mitigating measures).
 - Encourage design of redevelopment projects adjacent to the Metro/CSX tracks to reduce noise transmission from the rail corridor to the neighborhood.

Chapter 6: Implementation Strategies

Zoning Changes, p. 57

Based on the recommendations expressed in the Plan, recommends the following zoning changes are recommended, as shown on the proposed zoning map. Please note that final recommended zoning changes will result from the implementation strategies study, discussed later.

1. Rezone all properties on North Stonestreet Avenue, from Park Road northward that are currently in the I-1 Zone to the TCE TC-1 Zone (with the exception of the property in the southeast quadrant of North Stonestreet Avenue and Howard Avenue. This property should be rezoned to the R-60 Zone.)
2. Rezone the east side of the Rockville Metro station property from I-1 to the TC-2 Zone, with residential proximity slope, as shown in Chapter 2.
3. Rezone the properties fronting the west side of South Stonestreet Avenue south of the Rockville Metro station (approximately 1.588 acres) from the I-1 Zone to the TC-2 Zone with the residential proximity slope.

The intent of the new TCE TC zone is to provide for a more varied mix of retail, office, multifamily residential and personal service uses in the corridor than is afforded in the TCO-1 Zone, which it is replacing. Although based on the TC-1 Zone, the permitted uses in the TCE TC-1 Zone will need to be studied and reviewed to ensure that the new zone will meet the intent of the Plan. For example, the use category of libraries, museums and art galleries and studios is not currently permitted in the TCO-1 and should be in the or draft TC-1 Zone, but should be in the TCE Zone that will replace it. In addition, industrial arts space may also be appropriate. In addition, some of the uses that exist in the I-1 Zone may also be permitted in the new TCE Zone, while other uses in the corridor will be grandfathered. Although the subsequent zoning text amendments related to the Town Center Master Plan will evaluate the permitted and grandfathered uses in the new zones, this Plan recommends explicitly that uses to support the cultural district concept, including the category of “libraries, museums, and art galleries,” be added as a permitted uses in the TCE TC-1 Zone.

A zoning mechanism that allows for existing uses in the corridor to achieve enhanced grandfathered status, along with potential incentives for owners to undertake property upgrades, should be determined. In addition, a zoning mechanism that encourages redevelopment in the corridor, such as a floating zone or overlay zone, may be appropriate and should be considered in the Implementation Strategy study. The Plan recommends that the Sectional Map Amendment process that will implement the zoning changes that result from the study be commenced immediately upon adoption of that study the Neighborhood Plan. This will allow the changes to be made in about 4 to 6 months following completion of the study.

Recommendations for Further Study, p. 64 (Insert into new first paragraph)

The complexities associated with redevelopment of the Rockville Metro station site warrant planning and engineering studies that are beyond the scope of this neighborhood plan. The Plan therefore recommends as an immediate implementation step, the undertaking of an

Implementation Strategy study. This study will incorporate a detailed review of various components to implement the Plan, which could include a market analysis for the redevelopment areas, determination of an appropriate zoning mechanism to allow for redevelopment in the Stonestreet corridor, and the strategy for accomplishing the public improvements that are recommended for the corridor. The study will also identify specific uses to be included in the TCE Zone, and delineate the language for grandfathered and enhanced grandfathered status. This study will be accomplished as part of the North Stonestreet Redevelopment Plan project, which is included in the City's FY2004 Capital Improvements Program. The implementation strategies study would be conducted with the full participation of neighborhood residents, commercial property owners, business owners, WMATA and other affected entities in the East Rockville neighborhood.

~~However,~~ Given that the redevelopment is a key component of the success of the Plan, another necessary implementation step

Map Changes

The following changes to the Plan's proposed land use map are approved as follows:

- Deletion of the Public park and open space shown around the Stonestreet/Park traffic circle, and replacement with the "Mixed Use Development" designation.
- Designation of potential public park site on Crabb Avenue, immediately east of the industrial property.

Text shown as underlined will be added to the document. ~~Text shown in strikethrough will be deleted.~~

/rjw